

# Netflix Stock Prices 2017-2018

- A title slide
- A list of your visualizations and your role in their creation for the "Stock Profile" team
- A visualization of the distribution of the stock prices for Netflix in 2017
- A visualization and a summary of Netflix stock and revenue for the past four quarters and a summary
- A visualization and a brief summary of their earned versus actual earnings per share
- A visualization of Netflix stock against the Dow Jones stock (to get a sense of the market) in 2017

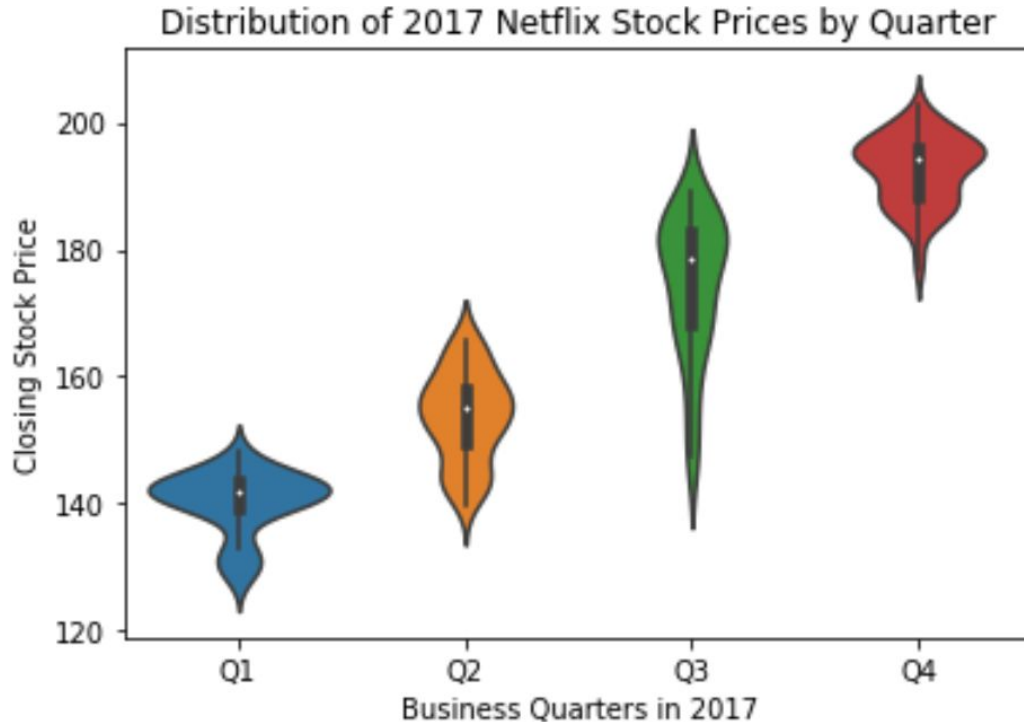
# Review

For this presentation, I used data from 2017 to visualize Netflix's Stock Profile using Python. These are the visualizations included in the report:

- The distribution of the stock prices for the past year
- Netflix's earnings and revenue in the last four quarters
- The actual vs. estimated earnings per share for the four quarters in 2017
- A comparison of the Netflix Stock price vs the Dow Jones Industrial Average price in 2017

The goal of these visualizations is to help financial analysts assess the risk of Netflix stock.

# Distribution of Netflix Stock Prices in 2017



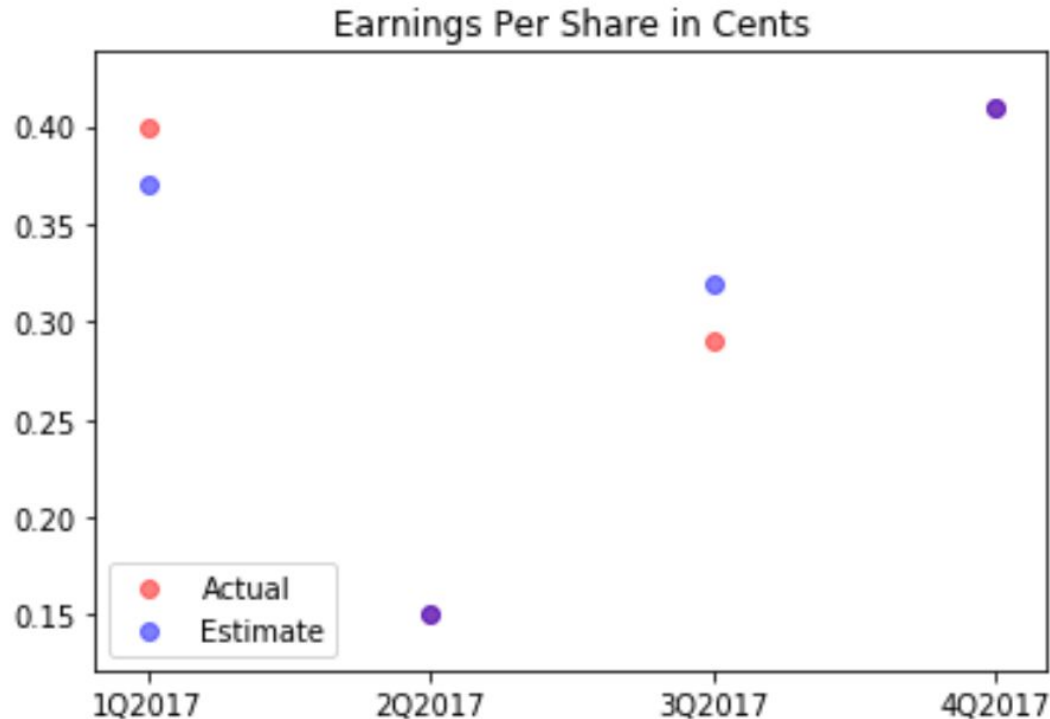
From these plots, we can see that Q3 had the highest range of stock price distribution, with the lowest at ~\$135 and the highest at ~\$190. Throughout the year it looks like prices were mostly within the \$140-\$160 range. Of 2017, the lowest price was ~\$130, and highest price was at ~\$210.

# Netflix's earnings and revenue in the last four quarters



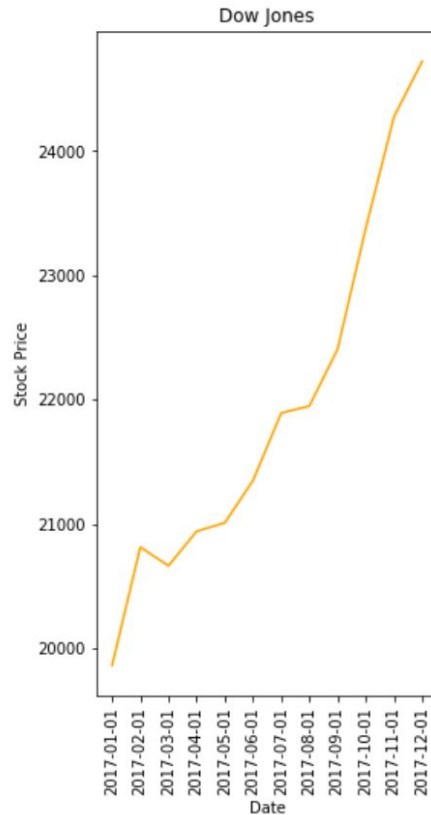
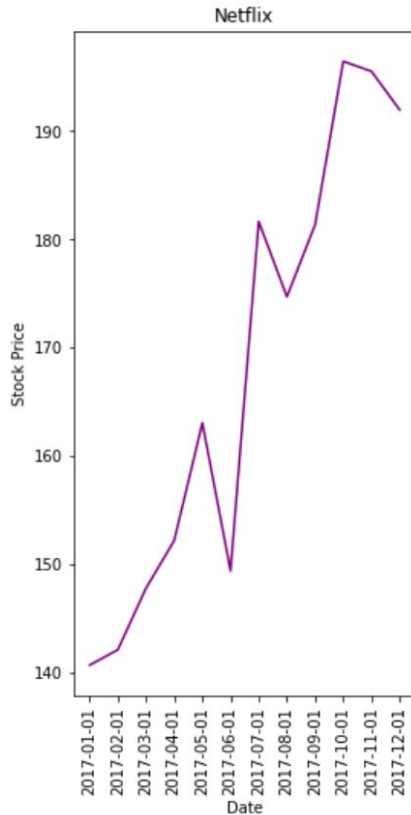
In the last four quarters, we see a strong trend of growth in both revenue and earnings. Generally, earnings make up ~13% of revenue.

## The actual vs. estimated earnings per share for the four quarters in 2017



This is a scatter chart showing the performance of the earnings per share (EPS) by graphing the estimate Yahoo projected for the Quarter compared to the actual earnings for that quarters. Actual EPS is red, and Estimate EPS is blue. When Actual EPS is equal to Estimate EPS, the dots overlap and become purple. This has occurred in 2Q2017 and 4Q2017. Only in 3Q2017 did Actual EPS fall below estimate.

# Visualization of Netflix stock vs the Dow Jones Industrial Average of 2017



Netflix's stock prices have fluctuated more severely over 2017 vs Dow Jones Industrial Average, with the biggest fluctuation happening in month 6. Overall as DJIA stock prices increased, so have Netflix's stock prices.